



“LEAD THE WAY”

A Workforce Development Video Contest



SPONSORED BY THE FEDERAL RESERVE BANK *of* NEW YORK





WELCOME

INTRODUCTION TO THE INAGURAL GREATER ROCHESTER WORKFORCE DEVELOPMENT VIDEO CONTEST (PILOT)



The Federal Reserve Bank of New York is sponsoring a pilot video contest to increase awareness about specific middle-skill occupations that are growing in demand. Middle-skill occupations, ranging from computer information systems specialists to hotel managers to nursing assistants, require specialized training and education but typically less than a bachelor's degree. The NY Fed's Lead the Way Workforce Development Video Contest challenges college students to create a 30-second video that identifies the skills required, expected wages, and job demand for an occupational group within an in demand industry. Prizes include airing of the winning video in local movie theaters, internships, and career advice.

WHY WORKFORCE DEVELOPMENT?

Without a skilled workforce a region's economy may not have enough workers to help companies expand or attract new employers which lead to economic growth. As new jobs are created the effects on the economy multiply as income generated is spent locally on goods and services thus creating a larger impact on the regional economy.

WHY THE GREATER ROCHESTER AREA?

Within the Greater Rochester Area there is a shortage of skilled workers in the educational pipeline—the area's future workforce—and a skills gap in the existing workforce. In addition, while the region experienced population growth between 2000 and 2013, population declined 17% for 25-44 year olds—a key workforce demographic.

WHY A VIDEO CONTEST?

The videos are meant to serve as a peer-to-peer learning tool. Think of the videos as a Public Service Announcement. The industries and occupational groups you will design videos around are in demand. As a video contest participant you are helping to spread the word about the kind of career opportunities that exist in the Greater Rochester area.

FOR MORE INFORMATION: Visit the "Lead the Way" contest webpage at <http://nyfed.org/leadtheway>

For more info contact: chelsea.cruz@ny.frb.org or javier.silva@ny.frb.org
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FACTSHEET

SUMMARY

- College students will be challenged to create a 30-second video that highlights ONE industry where jobs are chronically hard to fill but the demand is high and ONE occupational group within that industry.
- Students are encouraged to form into teams of up to 3 students per team.
- Each team can submit one video.
- There is no limit on the number of teams from each college.
- Videos will be judged by an independent panel of experts.

TEAMS

- 1 - 3 students per team
- Students can only be part of one team
- Team members must be enrolled at least part time, but do not need to attend same school
- Actors do not need to be team members
- A team is encouraged to have an advisor but it is not required.
- Advisors can work with multiple teams
- Advisor must be an employee of one team member's school

VIDEO FORMAT & SUBMISSION

- Final videos should be submitted in .MOV format. Videos can be uploaded to google drive, drop box, or other upload service and notification must be sent to: nyfed.regionalloutreach@ny.frb.org. Videos can also be copied onto a cd and mailed directly via USPS to the Federal Reserve Bank of NY.

SPRING SEMESTER TIME LINE

- Submissions Open Period: April 1-April 16
- Submission Deadline: April 16, 2015
- Awards Ceremony: The week of April 27th

PRIZES

- Internship placement
- Video will air in select movie theaters throughout the Greater Rochester area
- Career advice over special luncheon with an expert in your industry

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Video Messages

Video Requirements:

- **Estimated Gap:** Specify the demand. What are the number of jobs that may go unfilled?
- **Skills:** Identify the top 3 **skill clusters** in demand for your occupational group.
- **Wages:** Identify your expected earnings. What is the expecting **entry level wage** and **high wage**?

Key Facts

What are the opportunities?

- Did you know your skills are in demand?
- Across five key industries in the Finger Lakes region there are not enough workers to fill job openings.
- 20 occupational groups within these five industries have been identified as being in high demand.
- Go to [Measuring Middle Skills Occupational Gaps](#) to learn more!

What are the five industries where there are gaps?

- Advanced Manufacturing
- Skilled Trades
- Information and Computer Technology
- Hospitality and Tourism
- Health Care

What are the 20 occupational groups in demand?

Advanced Manufacturing

- Tooling and Machining
- Applied Integrated Technologies/Mechatronics
- Optical Systems Technology
- Mechanical Engineering Technology
- Electrical Engineering Technologies

Skilled Trades

- Heating, Ventilation, and Air Conditioning (HVAC)
- Automotive Technologies
- Construction Technologies
- Millwright

Information and Computer Technology

- Computer Information Systems
- Computer System Technologies
- Computer Science

Hospitality and Tourism

- Travel and Tourism
- Golf Management
- Hotel Management
- Event Planning

Health Care

- Clinical and Medical Lab Technology
- Health Information Technology
- Radiologic Technology
- Nursing

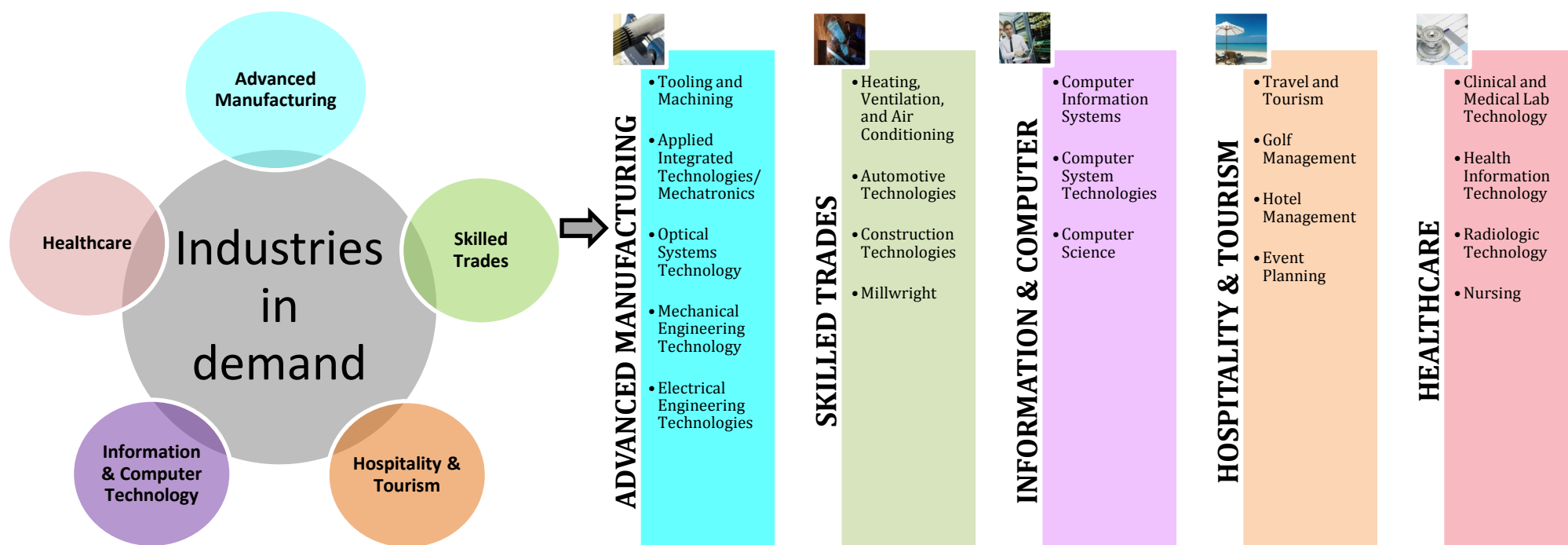
Sources: Measuring Middle Skills Occupational Gaps within the Finger Lakes Regional Economy, January 2015; Community Engagement at the Federal Reserve Bank of NY.

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HOW IT WORKS

STEP 1 ⇒ PICK ONE INDUSTRY (for example “Healthcare”)

STEP 2 ⇒ PICK ONE OCCUPATIONAL GROUP IN THAT INDUSTRY (for example “Nursing”)



Sources: Measuring Middle Skills Occupational Gaps within the Finger Lakes Regional Economy, January 2015; Community Engagement at the Federal Reserve Bank of NY.

STEP 3 ⇒ FOR EACH OCCUPATIONAL GROUP HIGHLIGHT

- ✓ **EXPECTED DEMAND-identify the estimated gap**
 - ✓ **TOP {3} SKILL CLUSTERS**
- ✓ **EXPECTED WAGES- entry level wage and high wage**

JUDGING CRITERIA

All videos submitted will undergo two rounds of judging.

ROUND 1: TECHNICAL ROUND

Submitted videos will undergo a review by the Federal Reserve Bank of New York to insure compliance with the rules and regulations of the contest.

ROUND 2: MERIT

Round 2 is the final round of judging. Judges will be asked to consider the following criteria when scoring:

I. Content Accuracy

How accurate is the video?

II. Educate

Does the video present a clear message that educates the audience on the chosen industry and occupation(s)?

III. Connect

Will the video connect to the target audience?

Is the message relevant to the target audience?

IV. Uniqueness

Is the video unique / creative in conveying the message in its presentation?

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RESOURCES

RESEARCH TOOLS

Use the “Measuring Middle Skill Occupational Gaps within the Finger Lakes Regional Economy 2015” flipbook to find information on the three video requirements: Estimated Gap, Skills, and Expected Wages.

<http://user-tybgwup.cld.bz/Measuring-Middle-Skills-Occupational-Gaps-within-the-Finger-Lakes-Regional-Economy8>

EXAMPLES OF CREATIVE VIDEOS

The pilot program was inspired in part by our [Financial Awareness Video Festivals in NYC & Puerto](#). To view past winning videos visit the festival website

Video Submission Deadline: April 16, 2015

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TIPS FOR SUCCESS

Submission may include...		Tips...
Comedy	Dramatizations	Do not depict any nudity, animal cruelty, harmful or illegal activity or substance abuse.
Documentary	Animation	Do not include foul language.
	News formats	
Music		Use music in the creative commons or have a license to use. We love T-Swift just as much as the next person but unless you acquire permission from her personally you cannot use her music in your video.
Other presentation formats		Always ask yourself if public viewers will understand the message?

Teams	Tips...
Team is the creative force behind the video	Actors do not need to be part of the team.
3 students or less per team	Student can only be part of one team.
Advisor can advise more than one team	Advisor must be an employee of the school.
Advisors are not required.	However, advisors can help provided valuable feedback.

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Technical guidelines	Tips
Submit in .MOV or in .AVI	Apple products typically record in .MOV.
SOUND!!!!	Sound cannot be edited or improved after filming. If the sound the sound quality is poor it is difficult to improve.

How to enter	Tip...
Complete the contest submission form	Each team member must be included on this form. Be sure to write clearly.
Complete the video participant release form	Each actor that appears in the video must have a completed form.
Read the rules and regulations.	This document outlines the prizes, judging, and use of videos.
Submit your video by April 16, 2015	Don't wait until the last minute.
You do not have to attend the Q and A session to participate.	Tell your friends, classmates, and others.

Get us your video and forms	Tip...
Upload your video and send the link to nyfed.regionaloutreach@ny.frb.org	Use an upload service such as <ul style="list-style-type: none"> • Dropbox • Google Drive • Or other upload service
Where to send completed forms:	Option 1: Scan your paper work and email to nyfed.regionaloutreach@ny.frb.org . Option 2: Mail via United States Postal Service to: Community Engagement Federal Reserve Bank of New York 33 Liberty Street New York, NY 10045

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COMMONLY ASKED QUESTIONS

Video Requirements

- **Why can the video only be 30 seconds long?** Standard length for a media commercial slot is thirty seconds. As the winning video will be airing in theaters it must be in compliance with public media requirements.
- **Where can I find information on the job demand (estimated gap), top skill clusters, and expected wages for my occupational group?** Information on top skill clusters, expected job growth, and wages can be found using the research tool “Measuring Middle Skill Occupational Gaps within the Finger Lakes Regional Economy 2015” cited under “Resources” on page 6 of this handout.

Video Creation and Format

- **What type of equipment do I need?** Students may use a variety of equipment to create their videos including handheld cameras, smart phones, or professional equipment. Etc.
- **What is .Mov format?** The .mov file format is often used to save movie files and video clips to a user's hard drive or other media device. It is the file extension that is used by the QuickTime media software that is distributed by Apple. Files that are saved in .mov format are compressed, making it easier to download and stream video from the Internet to your computer or portable media device. Many of the movies and videos that are available online are distributed in .mov format.

Team Building

- **What is the role of my team advisor and who can serve as a team advisor?** The role of the team advisor is to act as a liaison between students and the Federal Reserve Bank of New York and provide guidance regarding the content and composition of the videos. Any full time faculty or staff member at your college can serve as your team advisor. The same person can serve as the advisor to multiple teams.
- **Do I need to have a background in media or videography?** No! We want students from a variety of backgrounds to participate in the contest. As mentioned previously, you do not need to use professional equipment to create your videos.

Judging

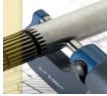
- **Who are the panel of experts for the final round?** The panel of experts will be disclosed closer to the date of the finals. Traditionally, judges are professional representatives of the media, entertainment, academic, and business community.

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REMEMBER! You may pick ONE Industry and ONE occupation group in that industry. The 3 requirements you must highlight in the video are Top 3 skill clusters, Estimated Gap, and Expected Wages.



ADVANCED MANUFACTURING

Sources: Measuring Middle Skills Occupational Gaps within the Finger Lakes Regional Economy, January 2015; Community Engagement at the Federal Reserve Bank of NY.

I. TOOLING & MACHINING

The precision machining industry in the Rochester area is one of the most technologically advanced fields. Machinists with the proper skill sets are in high demand as a result of their training in quality control and metrology. <http://bit.ly/1ysE8fz>

A. Top 3 Skill Clusters

Construction
Production
Communication & Coordination

B. Estimated Gap

159 jobs are estimated to go unfilled each year in the region

C. Expected Wages

Entry Wage per hour-\$11.17 per hour
High Wage per hour-\$25.16 per hour

II. APPLIED INTERGRATED TECHNOLOGIES/ MECHATRONICS

From automation to construction to optics, the Rochester region is home to many businesses that require engineering professionals. Applied Integrated Technology is a unique, interdisciplinary program in high technology fields applying the principles of science, engineering, and mathematics to solve technical problems. <http://bit.ly/1CpiD37>

A. Top 3 Skill Clusters

Business Environment Skills
Communication & Coordination
Software & Programming Skills

B. Estimated Gap

166 jobs are estimated to go unfilled each year in the region

C. Expected Wages

Entry Wage per hour-\$12.97 per hour

High Wage per hour-\$29.14 per hour

III. OPTIMAL SYSTEMS TECHNOLOGY

Rochester's nickname is "The World's Image Center" because of its roots in optics, xerography, and photography, and because Rochester is still an educational and commercial leader in photonics today. <http://bit.ly/1OQ9rvo>

A. Top 3 Skill Clusters

Communication & Coordination

General Repair

Problem Solving

B. Estimated Gap

87 jobs are estimated to go unfilled each year in the region

C. Expected Wages

Entry Wage per hour-\$13.68 per hour

High Wage per hour-\$33.65 per hour

IV. MECHANICAL ENGINEERING TECHNOLOGY

Understanding how products and machinery work is the focus of mechanical engineering technology. Mechanical engineers research, design, and build machines and equipment of all types. <http://bit.ly/1IJw5kF>

A. Top 3 Skill Clusters

Communication & Coordination

Software & Programming Skills

Problem Solving

B. Estimated Gap

40 jobs are estimated to go unfilled each year in the region

C. Expected Wages

Entry Wage per hour-\$12.84 per hour

High Wage per hour-\$30.31 per hour

V. *ELECTRICAL ENGINEERING TECHNOLOGIES*

The role of Electrical Engineering technicians can be as varied as the workplaces they find themselves in: a pristine lab environment, a fabrication company, or a consulting firm. The Monroe County area is home to many electronics and optics manufacturers.

<http://bit.ly/1EqCoer>

A. Top 3 Skill Clusters

Communication & Coordination

Software & Programming Skills

Problem Solving

B. Estimated Gap

63 jobs are estimated to go unfilled each year in the region

C. Expected Wages

Entry Wage per hour-\$13.24 per hour

High Wage per hour-\$31.30 per hour



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SKILLED TRADES

Sources: Measuring Middle Skills Occupational Gaps within the Finger Lakes Regional Economy, January 2015; Community Engagement at the Federal Reserve Bank of NY.

I. HEATING, VENTILATION, and AIR CONDITIONING

Heating, ventilation, and air conditioning (HVAC) technicians are skilled workers who design, install, maintain, and troubleshoot air conditioning, heating, ventilating, and commercial refrigeration systems. <http://bit.ly/1GGYyZf>

A. Top 3 Skill Clusters

Communication
Problem Solving
General Repair

B. Estimated Gap

220 jobs are estimated to go unfilled each year in the region

C. Expected Wages

Entry Wage: \$13.76 per hour
High Wage: \$32.32 per hour

II. AUTOMATIVE TECHNOLOGIES

Working on cars requires an understanding of the science and technology that make up the modern automobile. As the automotive industry advances with sophisticated technology, employment opportunities will continue to increase for technicians who are more highly skilled than mechanics of the past. <http://bit.ly/19plq2d>

A. Top 3 Skill Clusters

General Repair
Business Environment Skills
Communication & Coordination

B. Estimated Gap

192 jobs are estimated to go unfilled each year in the region

C. Expected Wages

Entry Wage: \$11.16 per hour

High Wage: \$25.84 per hour

III. CONSTRUCTION TECHNOLOGIES

Construction technology graduates work for private contractors, facility management departments, construction material vendors, insurance agencies, and engineering and surveying firms, as well as public agencies such as departments of transportation, public works, and code enforcement offices. <http://bit.ly/1IJCRHg>

A. Top 3 Skill Clusters

Communication & Coordination

Software & Programming Skills

Business Environment Skills

B. Estimated Gap

103 jobs are estimated to go unfulfilled each year in the region

C. Expected Wages

Entry Wage: \$12.49 per hour

High Wage: \$29.00 per hour

IV. MILLWRIGHT

Today's millwrights work in factories, power plants, and other industrial settings to move, assemble, install or dismantle machinery. Working with motors or coupling motors, they must know how a number of different machines work. <http://bit.ly/1F9FvET>

A. Top 3 Skill Clusters

General Repair

Problem Solving

Communication & Coordination

B. Estimated Gap

69 jobs are estimated to go unfulfilled each year in the region

C. Expected Wages

Entry Wage: \$14.84 per hour

High Wage: \$29.74 per hour



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INFORMATION & COMPUTER TECHNOLOGY

Sources: Measuring Middle Skills Occupational Gaps within the Finger Lakes Regional Economy, January 2015; Community Engagement at the Federal Reserve Bank of NY.

I. COMPUTER INFORMATION SYSTEMS

In today's global marketplace, information is viewed as a strategic asset. Computer information systems occupations include technical support specialists, help desk technicians, and customer service support associates. <http://bit.ly/1OQhYhO>

A. Top 3 Skill Clusters

Software & Programming Skills
Communication & Coordination
Problem Solving

B. Estimated Gap

60 jobs are estimated to go unfilled each year in the region

C. Expected Wages

Entry Wage: \$18.26 per hour
High Wage: \$46.92 per hour

II. COMPUTER SYSTEMS TECHNOLOGY

Computing and information technology touches almost every facet of our lives. Qualified IT professionals diagnose and fix computer hardware and software issues. Computer systems technologists analyze information related to information systems; design, install, and maintain computer operating systems, hardware and software; create and implement databases; and solve programming problems. <http://bit.ly/19prBDE>

A. Top 3 Skill Clusters

Communication & Coordination
Software & Programming Skills
Problem Solving

B. Estimated Gap

146 jobs are estimated to go unfilled each year in the region

C. Expected Wages

Entry Wage: \$15.52 per hour

High Wage: \$35.12 per hour

III. COMPUTER SCIENCE

Computer science is the foundation for the development of computers and their applications. Computer science considers the mathematical base for computers, programming analysis, systems interface, software development, and related fields.

<http://bit.ly/1OQnVeH>

A. Top 3 Skill Clusters

Software & Programming Skills

IT Programming, Development & Engineering

Communication & Coordination

B. Estimated Gap

151 jobs are estimated to go unfulfilled each year in the region

C. Expected Wages

Entry Wage: \$20.74 per hour

High Wage: \$50.15 per hour



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HOSPITALITY AND TOURISM

Sources: Measuring Middle Skills Occupational Gaps within the Finger Lakes Regional Economy, January 2015; Community Engagement at the Federal Reserve Bank of NY.

I. TRAVEL & TOURISM

The Rochester and Finger Lakes region hosts more than one hundred festivals and events annually. People who work in travel and tourism have a passion for travel and a commitment to helping other travelers make the most of their holiday.

<http://bit.ly/1NuBoFm>

A. Top 3 Skill Clusters

Communication & Coordination
Business Environment Skills
General Admin Support

B. Estimated Gap

10 jobs are estimated to go unfilled each year in the region

C. Expected Wages

Entry Wage: \$10.11 per hour
High Wage: \$20.30 per hour

II. GOLF MANAGEMENT

Golf management is for anyone considering either full time or part-time employment in nearly any area of the golf industry. Occupations include golf shop operations; tournaments play, rules, club fitting and repair; teaching skills; and course maintenance.

<http://bit.ly/1DI2tvw>

A. Top 3 Skill Clusters

Business Environment Skills
Communication & Coordination
Problem Solving

B. Estimated Gap

104 jobs are estimated to go unfilled each year in the region

C. Expected Wages

Entry Wage: \$11.20 per hour

High Wage: \$34.50 per hour

III. HOTEL MANAGEMENT

The hotel industry leads the service segment of our economy with continued expansion and job opportunities. Individuals trained in hospitality programs manage operation where food and/or lodging are provided. <http://bit.ly/1EV5WeV>

A. Top 3 Skill Clusters

Communication & Coordination

Business Environment Skills

Problem Solving

B. Estimated Gap

224 jobs are estimated to go unfulfilled each year in the region

C. Expected Wages

Entry Wage: \$9.49 per hour

High Wage: \$22.46 per hour

IV. EVENT PLANNING

Meeting, convention, and event planners coordinate all aspects of professional meeting and events. They choose meeting locations, arrange transportation, and coordinate other details. <http://bit.ly/1Er8iHr>

A. Top 3 Skill Clusters

Business Environment Skills

Communication & Coordination

Problem Solving

B. Estimated Gap

64 jobs are estimated to go unfulfilled each year in the region

C. Expected Wages

Entry Wage: \$9.83 per hour

High Wage: \$22.73 per hour



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HEALTHCARE

Sources: Measuring Middle Skills Occupational Gaps within the Finger Lakes Regional Economy, January 2015; Community Engagement at the Federal Reserve Bank of NY.

I. CLINICAL & MEDICAL LABORATORY TECHNOLOGY

Medical Laboratory technicians collect samples and perform tests to analyze body fluids, tissue, and other substances. <http://bit.ly/1HeX4nk>

A. Top 3 Skill Clusters

Problem Solving
Basic Patient Care
Communication & Coordination

B. Estimated Gap

70 jobs are estimated to go unfilled each year in the region

C. Expected Wages

Entry Wage: \$14.45 per hour
High Wage: \$26.78 per hour

II. HEALTH INFORMATION TECHNOLOGY

Health information technology allows comprehensive management of medical information and its secure exchange between health care consumers and providers.

<http://bit.ly/1BDX3o0>

A. Top 3 Skill Clusters

Communication & Coordination
Software & Programming Skills
Business Environment Skills

B. Estimated Gap

56 jobs are estimated to go unfilled each year in the region

C. Expected Wages

Entry Wage: \$15.48 per hour

High Wage: \$35.25 per hour

III. RADIOLOGIC TECHNOLOGY

Health care professionals use many types of equipment to diagnose patients. Radiologic technologists specialize in x-ray and computer imaging. They are responsible for accurately positioning patients and ensuring that a quality diagnostic image is produced.

<http://bit.ly/1NyGyCa>

A. Top 3 Skill Clusters

Diagnostic Specialties

Basic Patient Care

Medical Specialties

B. Estimated Gap

9 jobs are estimated to go unfulfilled each year in the region

C. Expected Wages

Entry Wage: \$20.88 per hour

High Wage: \$36.60 per hour

IV. NURSING

Nurses provide and coordinate patient care, educate patients and the public about various health conditions, and provide advice and emotional support to patients and their family members. <http://bit.ly/1NyGVwJ>

A. Top 3 Skill Clusters

Basic Patient Care

Communication & Coordination

Business Environment Skills

B. Estimated Gap

932 jobs are estimated to go unfulfilled each year in the region

C. Expected Wages

Entry Wage: \$13.87 per hour

High Wage: \$24.15 per hour